

## ABSTRACT

A method for operating a combined hotel/limited timeshare facility in an area having peak demand periods and non-peak demand periods during a year. The method includes operating the hotel/limited timeshare facility as a combined hotel/timeshare facility during the year, and attempting to sell a set of peak period timeshares for intervals corresponding to at least some of the peak demand periods. Yearly sales and marketing expenses related to the sales attempts for the set of peak period timeshares are defined as yearly peak period expenses, and yearly sales and marketing expenses related to sales attempts for non-peak period timeshares of similar duration and quality as the peak period timeshares are less than the yearly peak period expenses.